

BIBLIOGRAPHY

The National Code of Practice assimilates practices, regulations and guidelines used to control outdoor advertising in countries including England, Wales, Australia, and the United States of America. The following publications were extensively used:

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Local regulations and codes of practice were also analysed and integrated:

- Outdoor Advertising Association of South Africa. Guidelines and standards for outdoor advertising.
- Outdoor advertising bylaws and policy documents utilised by the municipalities of East London, Johannesburg, Port Elizabeth, Bloemfontein and Stellenbosch.

A comprehensive bibliography, discussed in Section Two: Information Review is included hereunder. This list includes the references to all literature sourced during the study and is not limited to literature directly referenced in the body of the dissertation.

The bibliography is subdivided into the various topics relating to outdoor advertising, as listed below:

- Perceptions
- Outdoor Advertising
- Control of Outdoor Advertising
- Tourism
- Legislation of Advertising
- Environment
- Safety aspects
- Road classification

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APPENDIX ONE. THE CLASSIFICATION OF THE URBAN ENVIRONMENT
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